

**CONTRACT CONCEPTS
FISCAL YEAR 1997-98**

Concept Number: 27-WPM-RMDZ

Requesting Party: Recycling Business Assistance Branch
Amount: \$120,000
Fund: RMDZ
Primary Staff Contact: Raffy Kouyoumdjian 255-2614

Description: This contract proposes to conduct four investment forums for California recycling-based manufacturing businesses. There will be two in Northern California and two for Southern California. The goal is to bring investment bankers, venture capitalists, and financial institutions to meet with businesses that are in need of financing. The forums will include discussions on the special financing needs that recycling business have and what financial institutions, banks, and venture capitalists can offer to assist these businesses.

Supports Board Mandate: This contract would support the Board's market development efforts and the diversion mandates of AB 939.

History: Staff have been implementing the RMDZ program's two year marketing strategy approved by the Board in May 1996. Several of the marketing strategy's tasks have been completed and others are in the process of being undertaken. In order to receive input from the RMDZs and interested parties on how to market the RMDZ program, staff sent out a letter seeking contract concepts. There were three responses in total.

Benefit to the Board: The contract will help get the word out to the financial community regarding the Board's programs, specifically the RMDZ program.

Budget Process: The \$120,000 budget was estimated on paying the contractor \$75.00 per hour for 800 hours to recruit businesses, financial institutions, bankers, and venture capitalists to the investment forums. This will include identifying locations, contracting for facilities and equipment. Developing presentation materials, printing, and mailing of such. Travel for contractor and other expenses pertaining for completing the project.

Division Liaison

Date

Branch Manager

Date

Deputy Director

Date

CONTRACT CONCEPTS FISCAL YEAR 1997-98

Concept Number: 39-WPM-RMDZ

Requesting Party: Recycling Business Assistance Branch**Amount:** \$40,000**Fund:** RMDZ**Primary Staff Contact:** Steve Boyd 255-2446

Description: This contract proposes to locate and promote recycled product manufacturers in rural California Recycling Market Development Zones (RMDZs). The contractor would use the media, recycled material processors and brokers, local recycling coordinators, associations, and others to identify recycled products that need marketing assistance. Draft marketing plans would then be developed. Additionally, some portion of the contract would be used to enhance recruitment efforts into the rural RMDZs.

Supports Board Mandate: This contract would support the Board's market development efforts and the diversion mandates of AB 939.

History: Rural RMDZs face special challenges due to geographic isolation, limited infrastructure, and lower overall economic activity. As a result, the rural RMDZs have benefitted less from the RMDZ loan program. Additionally, these RMDZs have benefitted less from previous RMDZ marketing efforts due to their focus on retention and expansion of businesses existing in the RMDZs.

Benefit to the Board: This contract would enhance the functioning of the rural RMDZs and increase demand for diverted materials.

Budget Process: The \$40,000 budget was estimated on a minimum of 15 recycled product marketing plans being developed.

Division Liaison

Date

Branch Manager

Date

Deputy Director

Date